

Application No. 10/523,237  
Amendment dated May 13, 2010  
Response to Office Action of November 13, 2009

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**MAY 13 2010**

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1 (currently amended): An auxiliary content selection system comprising:

a content database of records each defining an item of auxiliary content, and a respective broadcast space for delivery of the associated auxiliary content item, the each said broadcast space being segregated into time slots comprising a respective time slot, the time slot associated with each said auxiliary content item defining a time frame for the delivery of the associated auxiliary content item; ~~and~~

receiving means for receiving over a communications network a request from a client terminal for the auxiliary content;

content selection means in communication with the content database for selecting one of the items in accordance with a correlation between the broadcast spaces and a time instant of issuance of [a] ~~the~~ request from [a] ~~the~~ client terminal ~~for the auxiliary content~~ and a networked computer accessed by the client terminal; ~~and~~

delivery means in communication with the content selection means for facilitating a download of the selected one item to the client terminal over the network.

Claim 2 (previously presented): The auxiliary content selection system according to claim 1, wherein the broadcast space is segregated into network addresses, the request for auxiliary content includes an address of the networked computer, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space, and the address of the accessed networked computer.

Claim 3 (previously presented): The auxiliary content selection system according to claim 18, wherein the client terminal has a configuration including at least one of a preferred language and a client jurisdiction, the broadcast space is further segregated

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into advertisement language and advertisement jurisdiction, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space and the client configuration.

Claim 4 (currently amended): A computer-based method of delivering auxiliary content comprising the steps of:

receiving over a network a request from a client terminal for an item of the auxiliary content, each item of the auxiliary content having an associated broadcast space comprising a respective time slot, the time slot associated with each said auxiliary content item defining a time frame for the delivery of the associated auxiliary content item; ~~and~~

selecting one of the items in accordance with a correlation between the broadcast spaces, and a time instant of issuance of the request and a networked computer accessed by the client terminal; and

facilitating a download of the selected one item to the client terminal over the network.

Claim 5 (previously presented): The method according to claim 4, wherein the broadcast space is segregated into network addresses, the request for auxiliary content includes an address of the networked computer, and the content selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space, and the address of the accessed networked computer.

Claim 6 (previously presented): The method according to claim 19, wherein the client terminal has a configuration including at least one of a preferred language and a client jurisdiction, the broadcast space is further segregated into advertisement language and advertisement jurisdiction, and the selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space and the client configuration.

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Claim 7 (cancelled).

Claim 8 (currently amended): A computer-readable medium carrying computing instructions thereon which, when executed on a computing device, cause the computing device to:

receive over a network a request from a client terminal for an item of auxiliary content, each item of the auxiliary content having an associated broadcast space comprising a respective time slot, the time slot associated with each said auxiliary content item defining a time frame for the delivery of the associated auxiliary content item;-and

select one of the items in accordance with a correlation between the broadcast spaces, and a time instant of issuance of the request from the client terminal and a networked computer accessed by the client terminal; and

facilitate a download of the selected one item to the client terminal over the network.

Claim 9 (previously presented): The computer-readable medium according to claim 8, wherein the broadcast space is segregated into network addresses, the request for auxiliary content includes an address of the networked computer, and the content selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space, and the address of the accessed networked computer.

Claim 10 (previously presented). The computer-readable medium according to claim 20, wherein the client terminal has a configuration including at least one of a preferred language and a client jurisdiction, the broadcast space is further segregated into advertisement language and advertisement jurisdiction, and the selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space and the client configuration.

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Claim 11 (cancelled).

Claim 12 (currently amended): An auxiliary content delivery server comprising:

a content database of records each defining an item of auxiliary content, and a respective broadcast space for delivery of the associated auxiliary content item, ~~the~~ each said broadcast space being segregated into time slots comprising a respective time slot, the time slot associated with each said auxiliary content item defining a time frame for the delivery of the associated auxiliary content item; and

receiving means for receiving over a communications network a request from a client terminal for the auxiliary content;

content selection means in communication with the content database for selecting one of the items in accordance with a correlation between the broadcast spaces and a time instant of issuance of ~~[a]the~~ request from ~~[a]the~~ client terminal for ~~the auxiliary content~~ and a web page accessed by the client terminal; and

~~receiving means for receiving over a communications network the client terminal request for auxiliary content;~~

delivery means in communication with the content selection means for facilitating a download of the selected content one item to the client terminal over the network; and

response data processing means for processing response data received from the client terminal in response to the downloaded auxiliary content.

Claim 13 (previously presented). The auxiliary content delivery server according to claim 12, wherein the broadcast space is segregated into network addresses, the request for auxiliary content includes an address of the accessed web page, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space, and the address of the accessed web page.

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Claim 14 (previously presented): The auxiliary content delivery server according to claim 21, wherein the client terminal has a configuration including at least one of a preferred language and a client jurisdiction, the broadcast space is further segregated into advertisement language and advertisement jurisdiction, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space and the client configuration.

Claim 15 (previously presented): The auxiliary content delivery server according to claim 12, wherein the response data processing means is configured to maintain statistics associated with the effectiveness of the downloaded auxiliary content based on the received response data.

Claim 16 (cancelled).

Claim 17 (cancelled).

Claim 18 (previously presented): The auxiliary content selection system according to claim 2, wherein the request for auxiliary content includes an indication of the time instant of the issuance of the request from the client terminal, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space, and the indication of the time instant of issuance of the request.

Claim 19 (previously presented): The method according to claim 5, wherein the request for auxiliary content includes an indication of the time instant of the issuance of the request from the client terminal, and the selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space, and the indication of the time instant of issuance of the request.

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Claim 20 (previously presented): The computer-readable medium according to claim 9, wherein the request for auxiliary content includes an indication of the time instant of the issuance of the request from the client terminal, and the selection step comprises selecting the auxiliary content in accordance with a correlation between the broadcast space, and the indication of the time instant of issuance of the request.

Claim 21 (previously presented): The auxiliary content delivery server according to claim 13, wherein the request for auxiliary content includes an indication of the time instant of the issuance of the request from the client terminal, and the content selection means is configured to select the auxiliary content in accordance with a correlation between the broadcast space, and the indication of the time instant of issuance of the request.

Claim 22 (previously presented): The auxiliary content delivery server according to Claim 15, wherein the response data comprises one of a number of times the downloaded auxiliary content was viewed, a duration the downloaded auxiliary content was viewed, a number of users who viewed the selected auxiliary content, and the time slots during which the selected auxiliary content was viewed.

Claim 23 (previously presented): The auxiliary content delivery server according to Claim 22, wherein the response data identifies the network address of the accessed web site.

Claim 24 (previously presented): The auxiliary content delivery server according to Claim 23, wherein the delivery means is configured to provide the client terminal with a network location of the selected one auxiliary content item.

Claim 25 (currently amended): The method according to Claim 4, further comprising the steps of:

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~~facilitating a download of the selected one auxiliary content item to the client terminal; and~~

receiving from the client terminal response data in response to the downloaded auxiliary content.

Claim 26 (previously presented): The method according to Claim 25, further comprising generating a report based on the received response data.

Claim 27 (previously presented): The auxiliary content delivery server according to claim 12, wherein the delivery means is configured to facilitate the download as part of the accessed web page.